



European Union

## Trade Related Technical Assistance (TRTA II) Programme

(TRTA II Programme is funded by the European Union)



United Nations Industrial  
Development Organization

27 October 2011

### Press Release

## European Union supports Pakistani services sector export

Under an EU-funded Trade Related Technical Assistance (TRTA II) program, a seminar on Public Private Dialogue (PPD) on services development took place in Islamabad on 27 October 2011. Participants from public and private sectors as well as civil society attended the seminar.

The purpose of this seminar was to define policy recommendations on domestic regulatory reform for the development of services trade in Pakistan.

In his opening remarks, Mr. Pierre Mayaudon, acting Ambassador of the European Union to Pakistan, emphasized that the EU was standing by Pakistan side in its endeavors to develop its services sector, both at home and abroad. To translate this commitment into practical terms, the Euro10 Million TRTA II program allows promoting trade policy capacity building.

As reflected during the seminar, a focus has been put on three sectors: Transport services, Computer related services and Professional services. These are critical areas where accessing international standards in a competitive regional environment is key to sustaining the economic growth of Pakistan.

The Additional Secretary Commerce, Mr. Shahid Rahim Sheikh, commended the initiative of the TRTA II programme and expressed the desire and willingness of the Ministry of Commerce to focus attention on the development and promotion of Trade in Services. He maintained that after the devolution of various federal government ministries dealing with services, there is need to augment services trade and develop concrete policies and institutional mechanism for services sector promotion and exports.

Open house discussions among the invited participants also took place in which representative of Federal Government Ministries, implementing agencies, provincial departments, Chambers of Commerce, trade associations, individual firms, independent research organizations and Academia discussed the issues being faced by the selected services sectors and possible policy reform to overcome them.

The TRTA II programme is implemented by United Nations Industrial Development Organization (UNIDO) in collaboration with International Trade Centre (ITC) and World Intellectual Property Organization (WIPO).



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Mr. Pierre Mayaudon, Acting Ambassador of the EU Delegation to Pakistan, Ms. Roshan Ara, Development Advisor to the EU Delegation to Pakistan, Mr. Shahid Rahim Sheikh, Additional Secretary, Ministry of Commerce, Mr. Zawdu Felleke, Chief Technical Advisor at TRTA II Programme and Mr. Asaf Ghafoor, Director General at PITAD with the participants of the First Public Private Dialogue on “Services Sector Export Development Strategy for Pakistan” held in Islamabad

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